Parliament 1999 Events Program Recommendation

2070818454

Source: https://www.industrydocuments.ucsf.edu/docs/xykm0004

Parliament 1999 Event Program

Agenda:

- Meeting Goals
- Events program objectives and strategies
- Overview of vendor concepts presented
- Review of top three program concepts
- Discussion of top three program concepts (pros/cons)
- Presentation of recommended program
- Discussion of recommended program
- Program approval

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Parliament 1999 Event Program

Meeting Goals:

- Present concepts for PPZ evolutionary idea
- Solicit feedback
- Obtain approval

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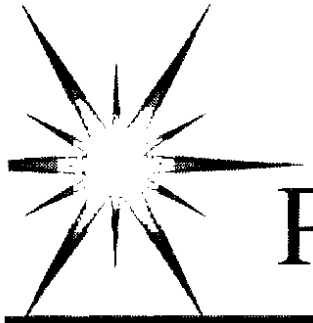

Parliament 1999 Event Program

Objectives:

- Build brand awareness, visibility and popularity among YAS
- Generate trial
- Generate names for the database

Strategies:

- Develop unique and proprietary program elements that are "ownable" by Parliament
- Incorporate new technologies and ideas to generate "news", maximize YAS appeal and create a "big splash" nationally
- Create exciting on-premise promotional activities that entertain and involve YAS
- Leverage equities and successful program elements established in current Party Zone Program

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Parliament 1999 Event Program

A wide variety of Party Zone evolutionary concepts and new ideas were presented by four agencies:

GMR

- **Earth** - Create the hottest club in the market by converting an existing theater/music venue.
- **Water** - Convert a ship into the cities hottest night club.
- **Air** - Host concerts in 15 key markets. Final "SuperConcert" held in three markets linked via satellite.

Contemporary Marketing

- **"31"** - Parliament selects one club per market to give "facelift" treatment. Club becomes Parliament's Premiere Club.
- **Summit in the Sand** - Consumers come to event dressed in vacation clothes. Best dressed consumers win Island Vacation at Hotel Parliament.
- **Got a Match** - Contestants in each market participate in Parliament Dating Game. Winners receive the "ultimate" date from Parliament.

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Parliament 1999 Event Program

OPUS

- **Parliament Planet** - Bar night events take place on Thursday evenings. One eligible smoker per bar night wins a weekend vacation for that weekend.
- **Parliament Cabaret Club** - Club is transformed into Cabaret Club for the evening.
- **Parliament Pool Nights** - Qualified smokers in pool halls play free and get lessons from "Pool Sharks".

FMI

- **Millennium Party** - Parliament hosts the biggest New Year's Eve party in the market.
- **Ultimate Escape Party** - Consumers come to the event with their packed overnight bags. Consumer with most outrageous suitcase contents win a weekend getaway.
- **Soar "Out into the Wild Blue Yonder"** - Flight simulators allow qualified consumers the opportunity for a "test flight". Winners selected via random drawing will receive a scenic helicopter flight over their own city.

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Parliament 1999 Event Program

Millennium Party: May 1999 begins the countdown to the biggest New Year's Eve ever! The year 2000 is just an incredible party away! And Parliament is the host!

Phase I:

- A blitz team of market managers & surveyors visit local bars "out of the clear blue" for a short period 2-4 nights a week to survey and generate excitement with on-the-spot prizes and reduced-price pack sales. Qualified smokers receive an invitation to the local Parliament Countdown Party.

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Parliament 1999 Event Program

Phase II: Parliament hosts one party a month (total of 6) at a local hot spot in each market

- Music, blue giveaways, New Year's eve countdown complete with Balloon drop & blue confetti
- Interactive activities and entertainment
- Reduced-price pack sales
- One consumer at each of the 6 events will win tickets (for themselves and 10 friends) to attend Parliament's local New Year's Eve blowout bash
- All qualified smokers will also be entered into a sweepstakes to win a 4 day/3 night trip to New York City to celebrate the Millennium New Year in style

Phase III:

- Parliament will host a local New Year's Eve blowout bash with VIP treatment for each of the local party event winners and their guests
- Grand prize winners from each market will celebrate New Year's Eve in NYC

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Parliament 1999 Event Program

"31": Same old sound, same old lights, same old Friday and Saturday nights. Not anymore. Not when your favorite social spot gets the Out of the clear blue treatment. In 1999, consumers will see a whole new "face" on Parliament and they will see a new "face" on their favorite club or bar.

Phase I:

- 10 bars in each of 31 market will be identified as possible Parliament clubs
- Surveyors will visit the 10 targeted clubs for 3 weeks to survey consumers and find out "why that club deserves to become an"Out of the Clear Blue" Parliament Premiere Club. They will also generate excitement with on-the-spot prizes and reduced-price pack sales.
- One club per market will be selected to become an "OOTCB" Parliament Premiere Club

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Parliament 1999 Event Program

Phase II:

- The Premiere club will receive complete "Out of the Clear Blue" Parliament permanent merchandising, such as:
  - Stage/dance floor
  - Renovated bar area
  - Blue Room
  - Pool Tables w/ Blue felt
  - Light and sound system
  - Painted walls
- Parliament Premiere clubs will become Parliament's franchise club in each market
- Parliament will host a grand re-opening celebration complete with concerts, celebrity guests, blue drink specials and reduced-price pack sales
- Periodically, Parliament will host featured artists that will perform exclusively at the "Out of the Clear Blue" venues

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Parliament 1999 Event Program

"Water": The hottest, newest club in the market -- the "Parliament Floating Club"

Phase I:

- Create excitement about "Parliament Floating Club" in market through print, alternative media and retail
- Gain support from local bar owners and staff through VIP parties on "Parliament Floating Club"

Phase II: "Parliament Floating Club" opens to the public 3 nights a week for 6 weeks

- Illuminated entrance, high-tech laser show, virtual host
- Giveaways
- Interactive activities and entertainment
- Reduced-price pack sales
- All qualified smokers will also be entered into a sweepstakes to win an all-expense paid 3 day Parliament Cruise to the Cayman Islands

Phase III:

- All-expense paid Parliament Cruise to the Cayman Islands including entertainment, food, fun and more

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Parliament 1999 Event Program

	Pro	Con
Millennium Party	•Blitzing clubs maximizes reach of counsumers quickly and easily and increases brand awareness •Monthly parties build brand popularity and instant-win sweeps generates on-the-spot excitement and goodwill •Millennium Party capatalizes on Year 2000 "buzz"	•How do you evolve program for future years? •Does not address overlap issue with Marlboro events program •Monthly countdown parties lose excitement after a few months •Does not allow Parliament to have ownership of concept •Weak brand presence at New Year's Eve parties if Parliament cannot takeover club location •Availability of hotels/party locations for grand prize winners may be an issue
31	•Provides Parliament with an "ownable" club in each key market and minimizes overlap with Marlboro events program •Provides benefits to the club owners to participate in Parliament events program	•Program does not have unique, "ownable" consumer elements •No value provided for non-premiere clubs •PM cannot contract to "renovate clubs" •"Out of the Clear Blue" clubs may change ownership or format or may fall out of favor with the "in" crowd, etc.
Water	•Consistent with Parliament image •Eliminates overlap with Marlboro events program •Provides completely controllable environment	•Not all markets have water •Problems with local club owner support •Consumers must choose to attend "Parliament Floating Club" and it may be difficult to drive attendance •Based on settlement restrictions, boat will not provide external brand visibility •Promotion effectiveness limited by seasonality •Possible consumer affairs issues with "Parliament Club" open to public

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Parliament 1999 Event Program

Recommendation:

Bon Voyage Party: Turn those winter blues into a Parliament cruise. Push off and set sail into the clear blue with the vacation of a lifetime!

Phase I:

- A blitz team of market managers & surveyors visit local bars "out of the clear blue" for a short period of time 2-4 nights a week to survey and generate excitement with on-the-spot prizes and reduced-price pack sales. Blitz team entrance will be accompanied by blue lights, smoke and music.
- Interactive, improvisational actors will surprise and entertain consumers.
- Qualified smokers can win prizes either by participating in interactive activities or through random drawings.
- Qualified smokers at each blitz location, receive an invitation to the local Parliament Bon Voyage party.
- Surveyors will also ask consumers why that club deserves "Out of the Clear Blue" treatment. One club in each market will be named Parliament's Premiere club and will receive a "facelift", compliments of Parliament.

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Parliament 1999 Event Program

Phase II: Parliament Premiere Clubs

- Parliament will provide one club in each of the 31 markets with a spending allowance for club improvement, such as:
  - sound system
  - new paint job
  - installation of blue lounge
  - installation/improvement of concession area
  - refurbishment of tables, chairs, bar stools, etc.
  - ventilation system
- In exchange for Parliament's assistance with club improvement, each club will be required to place one branded item from list A and two from list B
  - Category A
    - Parliament Dance Floor
    - Painted Wall
    - Parliament Lighting
  - Category B
    - Parliament Neon
    - Parliament Cigarette Merchandiser/Display
    - Parliament Pool Table

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Parliament 1999 Event Program

Phase II: Parliament Premiere Clubs (continued)

- In each market, Parliament will hold 6 monthly "Bon Voyage" parties in the new Parliament Premiere club.
- Each event will have:
  - blue giveaways
  - music - either Club DJ or local hot bands or well-known guest DJs where available
  - interactive activities and entertainment
    - magicians, ventriloquists, mimes, improvisational groups, jugglers, etc.
  - Reduced-price pack sales
- Each night one qualified smoker and their guest will win a trip on Parliament's 7 day/6 night Caribbean cruise.
- Club patrons will participate in the evenings Bon Voyage send off for the lucky winners.

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Parliament 1999 Event Program

Phase II: Blitz Clubs

- Blitz teams will continue to visit those clubs not selected as Parliament Premiere Clubs once or twice per month. Name generation, reduced pack sales and giveaways to qualified smokers will be conducted.
- One bar owner (and a guest) from all participating clubs in each market will qualify to win a trip aboard the Parliament Caribbean cruise boat. Winners will be selected based on their cooperation and performance throughout the first two phases of the program.

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Parliament 1999 Event Program

Phase III: Parliament Caribbean Cruise

- Cruises will take place in January or February, 2000
- Approximately 650 Parliament Cruise winners on board:
  - 186 "bon voyage party" winners and their guests
  - 31 club owners and their guests
  - 100 winners (and their guests) from July retail sweeps overlay
- Grand prize will include:
  - Exclusive use of the ship by Parliament
  - "Out of the Clear Blue" activities and entertainment
  - Musical entertainment
  - Three stops at surprise Parliament Blue locations

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Parliament 1999 Event Program

Benefits of Recommended program:

- Premiere and blitz club program provides brand presence in bars May - December
- Premiere clubs provide Parliament with an "ownable" bar in each key market
- Blitzing concept provides more flexibility to minimize overlap with Marlboro
- Program builds brand equity
- Program leverages and capitalizes on successful elements of existing Party Zone
- Blitzing can be easily executed in current resort markets
- Unexpected, interactive entertainment and activities capitalize on the "Out of the Clear Blue" tagline
- Both blitz and premiere club owners are incented to participate in program
- Consumers benefit from entertainment, giveaways, reduced-price pack sales and Caribbean Cruise Grand Prize

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Parliament 1999 Event Program

Next Steps:

Finalize program structure and key elements	12/18
Send out execution RFP	12/22
GMR, FMI, Phoenix Marketing, Contemporary Marketing	
Send creative brief to Y&R	12/22
RFP responses received	1/18
Award business	1/25

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